

Emergency Preparedness Information Campaign Planning Worksheet

Agency _____ Date _____
Campaign Name _____

Describe the target audience, such as people with disabilities, and geographic area:

What materials and research exist that you can build upon? What information is still needed? How will you find it? (i.e., surveys, focus groups)

What is the message to be addressed by the campaign:

If you plan to include printed materials (brochures, posters, flyers), how do you plan to distribute them?

The channels of communication that you might consider:

The format(s) that you might consider (i.e, accessible formats)

What do you want this campaign to achieve?

How will your agency measure the campaign's impact? How will your agency evaluate materials?